

Code of conduct

As an APP

This code of conduct reflects WSET’s mission and values. It promotes professionalism, quality, honesty, and integrity.

As a WSET Approved Programme Provider (APP), we gain access to a range of rights and privileges. Alongside these benefits comes shared responsibility; a commitment to upholding the WSET values, which are reflected in this Code of Conduct.

- Uphold the reputation of the WSET and its qualifications, doing nothing to bring WSET or any APP into disrepute.
- Act with openness, honesty, and integrity in all aspects of WSET course(s) and exam delivery.
- Commit to providing a consistently efficient and effective level of customer service to students.
- Maintain the highest professional standards in preparing students for exams, ensuring that they are taught in accordance with the current Specification for the Qualifications concerned.
- Offer WSET qualifications for all students and treat them fairly and without bias or prejudice.
- Treat all members of the WSET community including our staff, students, other APPs and WSET team professionally and respectfully.
- Stay up-to-date with the WSET policies and procedures, regulations, and guidance, which are communicated through the APP handbook and updates.
- Respond to requests for information from the WSET and its regulators in a timely fashion and in accordance with documented or stated time limits.
- Respond to students’ inquiries in a timely manner and/or act on requests from students within a reasonable time limit.
- Comply with WSET’s brand identity guidelines and regulations on copyright, trademark, and intellectual property.
- Compete fairly in other APPs in the spirit of collaborative competition and mutual respect.
- Refrain from any form of advertising or promotion that uses qualitative statements to the detriment of other APPs, organisations, or individuals.
- Comply with all legal and regulatory requirements in the UK and region where we deliver WSET courses and exams.



- Promote the responsible consumption of wines, spirits, sake and beer.

For information on potential consequences of failing to maintain these standards, please see the Malpractice and Maladministration Policy.